



Welcome to the first edition of MBE Insight, a bi-annual newsletter in support of Hampton's Minority Business Program.

Read about updates on the progress of Hampton's Minority Business Office and how it promotes the development of minority and women-owned business enterprises (M/WBE). Discover valuable information related to training opportunities, networking, marketing tips and positioning your company for success in today's economy. Be inspired by small business success stories and learn interesting facts about local and state procurement activities.

It is your newsletter so feedback and comments are always welcome.

Enjoy!

Jessica Spencer, Minority Business Coordinator, City of Hampton

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MINORITY & WOMEN-OWNED BUSINESS PROGRAM PLAN

On April 29, 2009, Hampton's City Council approved a Minority and Women-Owned Business Program Plan. This plan was in response to results of a Disparity Study that revealed the underutilization of minority and women-owned businesses within the relevant market area. Conducting this study illustrated Hampton's commitment to this important endeavor.

With this directive, the City of Hampton has taken steps to improve this situation by targeting minority and women-owned business enterprises (M/WBE) for contracting and professional development opportunities. The City is promoting diversity and equal business opportunities for these businesses in the procurement of goods and services.

The City's ultimate goal is to increase and sustain the utilization of M/WBE vendors in an atmosphere of collaboration and support from City management and staff, local businesses and agencies as well as other partners. These efforts will build a harmonious relationship with the M/WBE community while providing the highest quality of goods and services to citizens.

The City of Hampton was the first locality within the Commonwealth of Virginia to take the initiative of conducting a Disparity Study.

MINORITY & WOMEN-OWNED BUSINESS PROGRAM PLAN ACCOMPLISHMENTS

In accordance with the mission of the Program, the following goals and objectives were accomplished during the first six months since the program was implemented:

- Performance bond threshold on city contracts raised to \$100,000
- Procurement guidelines revised to require minority and women-owned business quotes and documentation of efforts for purchases
- Minority and women-owned participation goals established on contracts of \$100,000 and above
- City Web site enhanced to include Minority Business Office; Disparity Study, Plan, Resolution, Directory, resources, small business development, etc.
- City of Hampton Small Business Directory available with search engine; contains 245 State-certified and City-registered vendors listed
- Overall, minority and women-owned purchase orders for FY 2009 (July 1, 2008 to June 30, 2009) were 5.43% compared to FY 2008 which was 4.02%
- The City sponsored and presented a Procurement Workshop at the Annual Black Expo (September 2009), sponsored the regional Urban League of Hampton Roads Empowerment Summit (October 2009) and the Virginia Beach Minority Business Council Summit (November 2009)

“Small and minority-owned businesses must play a significant role in our efforts to restore economic growth. Small businesses employ half of the nation's private sector workforce; create a large share of the Nation's new jobs; and introduce many groundbreaking ideas into the marketplace.”

- President Barack Obama

Source: U.S. SBA Press Release, August 18, 2009, "Obama Administration Announces Efforts to Increase Access to Contracting Opportunities for Minority-Owned, Small Businesses"

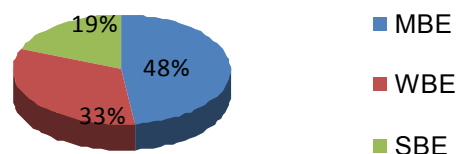
PROGRAM MISSION

The City of Hampton seeks to increase opportunity of minority and women-owned businesses within the City's procurement activities. The City will encourage equitable participation by minority and women-owned businesses in the provision of goods and services to its citizens. Strategies for removal of barriers for minority and women-owned business participation will be implemented in the least restrictive manner as a means to ensure equal business opportunity.

SMALL BUSINESS DIRECTORY

An online vendor directory can be viewed on our Web site at www.hampton.gov/ed/minority_business_office.html.

The directory allows searches by SWaM type, City location and description of work. The directory currently has 245 vendors listed that are State certified and City registered vendors.



MOU with DMBE

On September 24, 2009 the City of Hampton signed a Memorandum of Understanding with the State Department of Minority Business Enterprise (DMBE). This partnership supports the City's efforts to increase minority and women-owned business utilization and is a collaborative effort to provide assistance and exposure to business opportunities for minority and women-owned businesses.



Mr. Samuel Hayes III, Director of the DMBE and Special Assistant to the Governor on Supplier Diversity, attended the September 2009 meeting of the Purchasing and Procurement Oversight Committee (PPOC). The PPOC voted unanimously to endorse the Memorandum of Understanding.

MINORITY & WOMEN-OWNED BUSINESS SUCCESS STORY

A&M Services Plus, Inc., a minority business enterprise engaged in demolition and site development contracting work, has been in business for the past four years. Mr. Quincey Martin, owner of A&M Services Plus, Inc. has been working with the Minority Business Office staff to enhance the success of his business.

The growing company currently works out of the Hampton University Incubator and has a staff of 13 employees. A&M Services Plus, Inc. also recently hired two unemployed men from Phoebus. Mr. Martin is now looking for a larger office space and a secure site for his equipment. He is in the process of acquiring land in Hampton for a secure construction yard to house heavy equipment and is also looking for office space in Phoebus.

The company has submitted bids with the City as a sub-contractor and is also a prime contractor with bonding up to \$400,000. Currently, the firm is completing two years of site work for HRT's light rail system in Norfolk and is doing the infrastructure work for a federal prison project in Petersburg.

Mr. Martin recently shared the success of his business and provided important feedback to the Purchasing and Procurement Oversight Committee of the City of Hampton. Regarding advice to other small business owners, Mr. Martin states, "A&M Services Plus, Inc., holds several certifications: DBE, SWaM, Hub Zone and currently has an 8(a) certification pending with the military. Certifications are usually required to bid, and are available, but business owners must apply for them".

UPCOMING EVENT

Understanding the Surety Process (Performance Bonding)

Tuesday, March 30, 2010
4:00 - 7:00 PM

Presenter: Charlene Reynolds, Creative
Insurance Concepts, Inc.

Veterans Conference Room, One Franklin Street,
Hampton, VA 23669

For more information, please contact the
Minority Business Office at
(757) 727-6237. Free to attend.

DID YOU KNOW...

- The 4 million minority-owned firms in the U.S. generate revenues of around \$660 billion and employ 4.7 million workers.
- Minority-owned firms tend to be smaller, with average revenue of \$167,000 and 7.4 employees in 2002 vs. \$439,000 and 11.2 workers for non-minority firms.
- Women-owned firms contribute nearly \$3 trillion to U.S. economy.
- Women-owned firms produce employment for 16% of the U.S. workforce.
- If women-owned businesses were their own country, they would have the 5th largest GDP in the world, ahead of countries including France, the United Kingdom and Italy.
- If minority business activity in Virginia matched the state's minority population percentage in 2002, the number of minority firms in the state would have exceeded 156,900 and they would have generated over \$58.6 billion in gross receipts and employed over 425,000 workers.
- In 2002, as Executive Director of Community Affairs for the University of Chicago Medical Center, Michelle Obama built up programs for minority contracting to seek out and utilize a larger number of minority-and-women-owned businesses.

MARKETING TIP: CAPABILITY STATEMENT

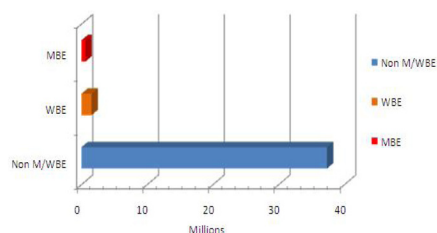
A Capability Statement is an important tool for firms seeking work with government entities either directly or through prime contractors. It is a representation of your firm, so make it professional and polished.

Create your Capability Statement in a format that works on paper as well as in an electronic document. This gives you the versatility to distribute it in person, attach it to an email or post it on the Internet. Try to limit the document to one page and include interesting graphic elements, backgrounds or photographs. Highlight characteristics that make you different from your competitors and be sure to include the following elements:

- Certifications and/or small business designations
- Brief company overview and Points of contact
- Brief description or list of your products/services

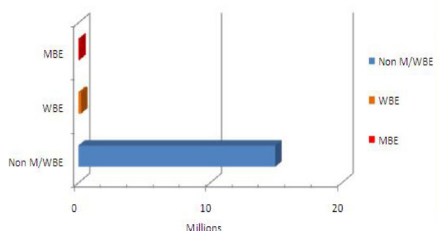
BY THE NUMBERS: TOTAL PURCHASE ORDER ACTIVITY FISCAL YEAR 2010 FIRST & SECOND QUARTER (JULY 2009 – DECEMBER 2009)

CITY OF HAMPTON



Vendor Category	Spending	Percentages
MBE	\$ 608,616	1.54%
WBE	\$ 1,530,310	3.88%
Non M/WBE	\$ 37,336,588	
Total	\$ 39,475,514	

HAMPTON CITY SCHOOLS



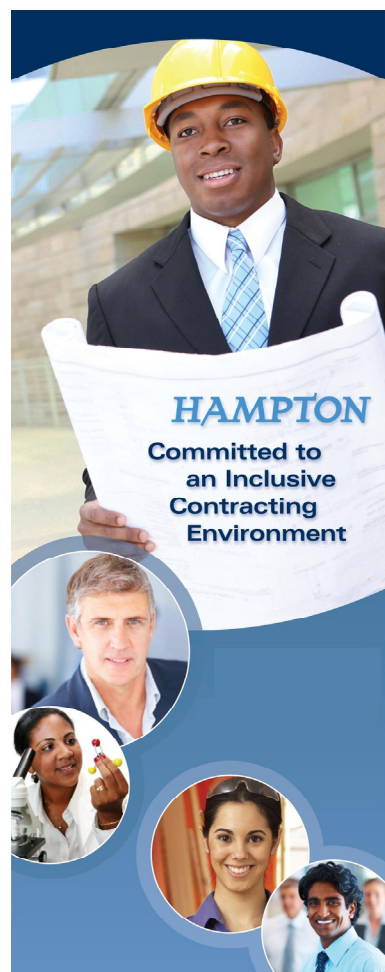
Vendor Category	Spending	Percentages
MBE	\$ 62,449	0.41%
WBE	\$ 203,754	1.34%
Non M/WBE	\$ 14,944,228	
Total	\$ 15,210,431	

MEET THE PPOC

The Purchasing and Procurement Oversight Committee (PPOC) of the City of Hampton, Virginia acts as an Advisory Committee working with City staff to insure that the City's procurement process encourages and provides opportunities for participation by a more diverse group of vendors and contractors. The PPOC makes a specific effort to increase the opportunities for women and minority enterprises to participate in the procurement of commodities, construction and services by the City of Hampton and its affiliated agencies/organizations.

2010 PPOC MEMBERS

- Carolyn Boyer (Chair)
- Michael Graves (Vice-Chair)
- George Wallace
- William (Dave) Pearson
- Eugene W. Johnson
- Teresa Walker
- Crystal Kleiber
- Lauren Yee
- James Crocker Jr.
- Martin O. Cross



CONSIDER DOING BUSINESS WITH THE CITY OF HAMPTON

The Minority Business Office is located within the Department of Economic Development and is committed to ensuring that minority and women-owned firms have the opportunity to participate fully and fairly in public contracting. We welcome your comments. To share your experiences and for more information, please contact:

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